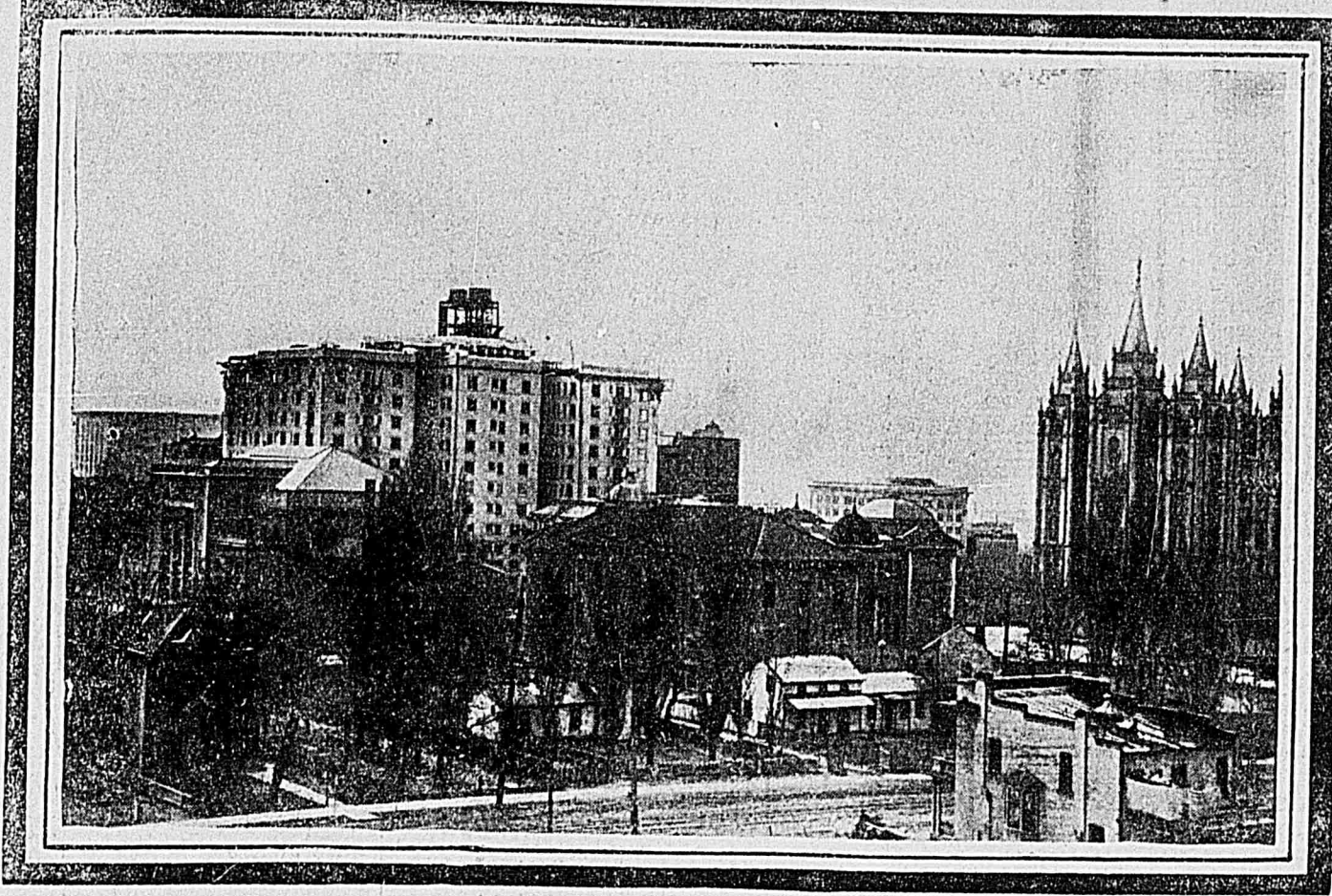


More Beautiful, Greater and Enduring Salt Lake City

 BY MAYOR
J. S. BRANSFORD


Photos by Utah Photo Materials Co.

NORTH MAIN STREET SHOWING CHURCH BUILDINGS, HOTEL UTAH, DESERET NEWS AND VERMONT BUILDING



REAR OF SKYSCRAPERS AT SOUTH END OF MAIN STREET, TAKEN FROM CITY AND COUNTY BUILDING.

MAYOR BRANSFORD'S RECOMMENDATIONS

Municipal street lighting and power plant.
Water system doubled in capacity for growing needs.
Storm sewers to protect health of residents.
Sewer system extended to meet required needs.
One policeman to every eight hundred inhabitants.
Extension of fire limits and increased number of stations.
Public comfort stations in business district.
Parks and playgrounds for children.
Unanimity of people on questions of public welfare.

WHAT Salt Lake City most needs? An endeavor to answer this question must be undertaken in the broadest possible spirit of inquiry. With a thorough grasp, not only of what has been accomplished, of the vast, not to say rapid strides this city has achieved in its progress toward the ideal urban condition, but also having before one's mental vision the things or things actual and potential which the city most requires. The question reaches down to the very center of the city's life and being.

It is a question moreover that can not be adequately answered from the narrow view point of individual interest; it must be met and answered from the broad point of view of community interest, and the new civilization which sprang into existence in the last century.

In the arduousness of our every day life; in the ceaseless, tireless struggle toward the goal of human achievement, we scarcely ever pause for a moment to consider what a city's life and activities mean in the content of a nation's existence. The problems that arise in the course of municipal government, of today, are not comparable with those of the government of a city of the past age. This is the result of changed economic conditions, based upon the development of our natural resources. The nineteenth century witnessed the unloosening of the genius of industrialism; the forces of earth and air have been harnessed together and made to supply mankind with the generating power by which he creates and builds up.

This industrial revolution has caused a great centripetal movement toward the city; the city is therefore, today, the great central and dominant feature of modern civilization. Never before in the world's history, with the possible exception of ancient Rome and Babylon, has society been organized upon a basis such as exists today. Politically and socially the city is a democracy and differs as much from the old ecclesiastical and feudal guild, as the equipment of a modern army differs from that of the crusaders.

Steel has mounted the throne of this industrial empire and under its potent sway new financial and industrial centers are being created; even geographical limitations are being gradually removed and new avenues of exchange of products are being constructed.

Think for a moment, if you please, what it will mean to the principal cities of the Pacific coast and to the cities of the gulf states when, through the isthmian canal will come the riches of the still dormant and undeveloped portion of this continent and the orient.

Think also what it will mean when deep waterway connections are made between the gulf and the seaboard of the Atlantic. With these things achieved, the west will then no longer be dependent upon the railways for transportation to the east; consequently the wealth of our "vast prairies and the still untouched resources of our mountains will reach the world's markets by the cheapest of freight ways.

In this vast industrial transition the State of Utah, and Salt Lake City, are to a large degree participating, and the results which are now accruing from the great projects just alluded to are no doubt destined to be beneficial to us in a

marked degree. Close to our own doors irrigation projects of great importance have been and are now being carried out. Tentacles of steel radiate from this city in all directions while as regards our own resources we are still like children who play with a few grains of sand upon the shore of a vast and unknown sea.

It is, therefore, with these great possibilities in view, that we must answer the interrogation which heads this article.

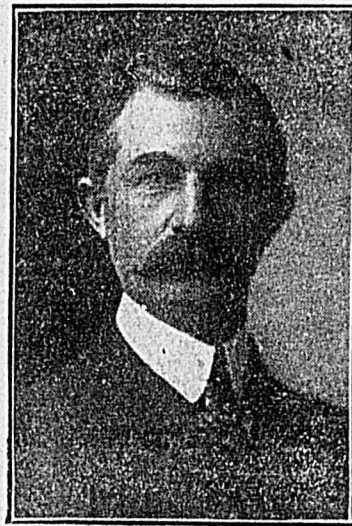
To make Salt Lake City a cosmopolis of finance and industry; to make it the center of education, culture, refinement and recreation, is the goal toward which we as a people must set our faces. The index upon the dial of time points but to the first hour in the morning dawn of a new and greater civilization. There must be no halting, no turning back; there must be an ever-going forward toward the light revealed to us by these changes in economic, financial, industrial and sociological conditions. And in this work we are as yet but in a state of preparation.

We have accomplished much in bringing this city to its present state of progress and material advancement; much has been achieved in the line of external improvements, as these improvements testify; we as a people have reason to be proud of what has already been done, and with the carrying into execution of what I shall ven-

ture to suggest as being necessary to the present as well as to the future welfare of our city, we shall have further reason to deem our state and its capital city worthy of the highest regard and justly entitled to be admired among the cities of America, and unrivaled among the cities of the great west.

STREET LIGHTING.

First among the utilities of a well equipped municipality is an efficient street lighting system; one that will furnish sufficient light to the business centers, as also to the residential districts. And in this connection I wish to suggest, indeed I would strongly urge, that the city own and control its own lighting system. Experiments carried out in several parts of the country have demonstrated that in the mountainous regions illimitable sources of water power exist, which may be used to supply the necessary energy for electric illumination and also for manufacturing purposes. The same may be said of the Rocky mountains and Sierra Nevada ranges, while as to ourselves we possess in the waters of Big Cottonwood, Parley's and City creek canyons a water site sufficient to supply this city with the motive power necessary to an electric lighting system. Why should we not utilize this stored up energy? When we consider the immense value of the franchise enjoyed by a private corporation, and compare the comparatively small return which the city receives for the privilege of supplying it with light, it would appear to me that there is no valid reason for our not availing ourselves of the opportunity which lies at our door. The cost of construction and maintenance of an electric lighting plant such as I have mentioned, would be merely nominal when compared with the cost of street lighting paid by the city at the present time and may be anticipated in the future. The ownership and control of this and other public utilities is a phase of municipal development that is strongly suggestive of a new era in municipal government. Nothing adds so much to the beauty and safety of our streets at



MAYOR J. S. BRANSFORD.

night as to have them properly and well illuminated.

WATER SYSTEM.

The rapid growth of the city in population, as shown by the statistics of the recent census, demands that extreme care should be exercised, in order to preserve the health of the people, more especially that of the children; and that no epidemic disease should originate, it is our duty to supply the city with an abundance of pure water. It therefore becomes necessary to provide for an extension of our water system. To accomplish this end it is necessary that we extend our water mains to every portion of the city, in order that every one living within the city's limits be furnished with this very necessary article of consumption.

While our water system is sufficient to meet the needs of the people at present, yet in order to provide for a rapidly increasing population it is absolutely requisite that we acquire by purchase or otherwise all available water rights, so that we might be able

to make those extensions as the needs of the people may demand.

STORM SEWERS.

It has not infrequently happened in our experience that in the spring of the year especially the city has been subjected to inundation, which has been a great cost to the city and property owners, and has besides caused great inconvenience to the city officials as well as to the people. In order to cope with this condition a system of storm sewers should be constructed, and thus dispose of these surplus waters. Doubtless the cost of installing this system of storm sewers would at the present time be inexpedient owing to the added burden which would fall upon the people; yet the condition alluded to is one that sooner or later must be adequately provided for, in order to give the relief necessary from the heavy spring floods and heavy rain waters.

SEWER CONNECTIONS.

In modern cities the problem of disposing of the sewage is one which, according to local conditions, assumes greater or lesser proportions. In some cities the cost of constructing and maintaining a proper sewerage system has been so enormous as to render it almost prohibitive, and thus the public health has been seriously menaced. Such happily has not been the case with us. We are thoroughly awake to the necessity of having an adequate outlet for the disposal of the city's sewage, and realizing that the public health requires proper facilities in this direction, I believe that the law relative to sewer connections should be rigidly enforced and these made wherever possible. Our facilities in this regard are equal to those of most other cities; therefore there can be no excuse for failure on the part of any one to comply with the regulations applicable to the situation. Our city is forging to the front ranks of American municipalities and a continued extension of our sewerage system is one of the things most needed to protect the health of the residents. The people should take into consideration the fact that proper sanitation means bet-

ter health conditions, and they should unite with the authorities in enforcing the laws in this respect.

POLICE DEPARTMENT.

Our police department continues to maintain its high state of efficiency, and in my judgment it merits the support of every citizen; the efficiency of this department is beyond reproach, and I believe that we have reached the time when an increase is required by reason of the growth of the city, both in regard to population and the extension of the business district. The new police patrol is a very efficient adjunct to the police service, and the work of the motorcycle division of the service has demonstrated its usefulness in the class of work for which it was designed. With respect to the increase, if we would have what the city most needs, I think there should be one officer for every 800 people within the city. This proportion of officers to population would permit of the extension of the service into the residence districts. This is one of the necessities of the city that should receive the attention of the municipal officers, and I am sure that it will meet with the approbation of every well disposed citizen. If we would be one of the best regulated cities we must have a well balanced police department in order that we may meet and handle the criminal element that frequent our city on their way to and from the Pacific and Atlantic coasts.

FIRE DEPARTMENT.

Every city of consequence requires that proper facilities to deal with emergencies that may arise from an outbreak of fire should be provided, and that the organization and discipline of the men employed in this service should be maintained at the highest possible degree of efficiency. It is a matter for congratulation that in the latter regard, no complaint can be justifiably sustained. Under the administration of the present chief of the department the work is worthy of the very highest commendation, and I am sure that with the establishment of more fire stations the danger to

life and property from outbreaks of fire would be reduced to a minimum. Added to this would be the safety to business establishments, and the consequent decrease in the premiums required in fire insurance. But above all must be considered the safety to the public at large, hence my urgent solicitation for an extension of fire stations and fire facilities to take care of the growing demands of our community, and as one of the things most needed in our city.

PUBLIC COMFORT STATIONS.

It is becoming more apparent every day that with the increase of our population, and considering the great throngs of tourists that come from all quarters of the globe to visit within our gates, that a necessity has arisen for the installation of public comfort stations, such as are maintained in many of the best regulated cities. These could be placed under ground at various points within the business district, and with the excellent sewage system that we have in the business district little trouble should be encountered in the construction of these places. We are very much in need of the stations herein referred to.

PARKS AND PLAY GROUNDS.

A subject that is engaging the attention of our municipalities is that of furnishing suitable public parks and play grounds. These have become a prime necessity. The children require that an outlet be provided for their stored up energies, and a system of well equipped play grounds having the necessary gymnastic appliances would very materially conduce to the health and physical well-being of the little ones.

It adds very much to the attractiveness of a city to have beautiful well-laid-out public parks, while the esthetic value of these parks to the people as a whole can not well be overestimated. I feel assured that in this respect Salt Lake City will respond in a very tangible manner to whatever demands the future will make in respect of public parks and play grounds.

There are many other requisites for the continued advancement of this intermountain metropolis that will add materially to its beauty and the convenience of the people; such as the constructing of additional street pavement, the extension of sidewalks, etc.

EQUITABLE RATES.

The question submitted would in all probability be answered by the merchant, that what Salt Lake City needs is an equitable adjustment of freight rates; by the mining man that what we need most of all is capital for the opening up of the vast hidden treasures of the mountains lying adjacent to and surrounding the city; by the laborer and mechanic, the establishing of manufacturing institutions; and so on down the line according to the business of the one speaking. I have endeavored to answer this from the position of one who is familiar with the needs of the municipality and not from a personal or individual point of view.

WHAT SALT LAKE NEEDS.

In closing I wish to say that in specifying the above mentioned things, I have suggested them because I believe that they are needed, and that Salt Lake City is entitled to have them. Yet, in replying to the question given me to answer I would state, in view of the future outlined at the beginning, that above and beyond all things else, what Salt Lake City most needs is the realization of our solidarity as a community; the realization of a higher civic consciousness, the preparing of our people for action upon the pinnacle of moral excellence, and I am confident that in the realization of the utmost civic integrity, purity and beauty of life, the home will be preserved and made sacred, our people will be united together in the strongest bond that can unite a community, and all will join together and work together for the unity, progress, moral, mental and material advancement of a more beautiful, greater, and enduring Salt Lake City.

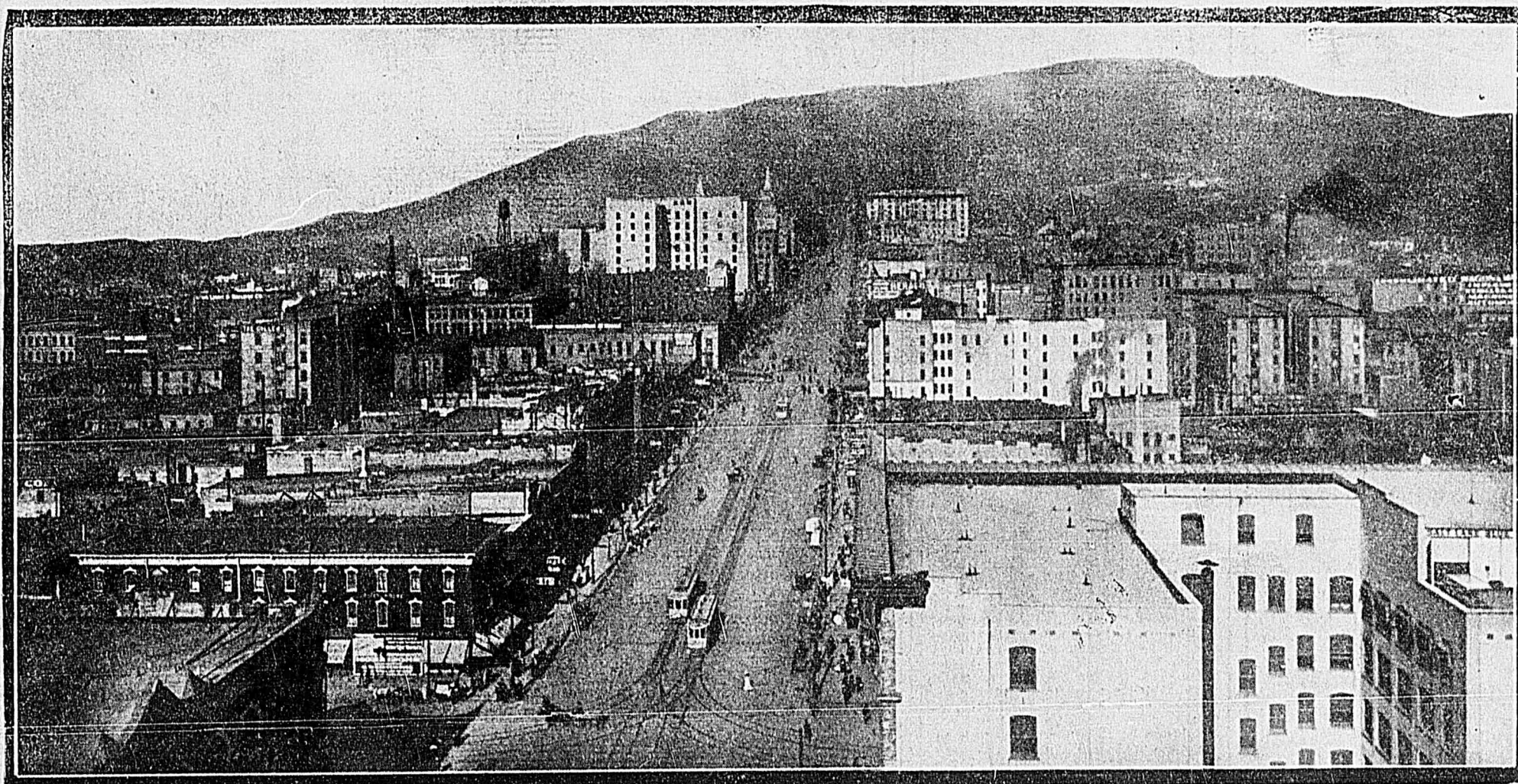


Photo by Utah Photo Materials Co.

LOOKING NORTH ON MAIN STREET, SALT LAKE CITY, FROM THIRD SOUTH.